

Innovation Check – Guide to Innovation Success

Starting point

Companies only gain real and lasting competitive advantages through innovation, i.e. continually renewing their market services to meet customer expectations better or at lower prices than their predecessors' or competitors' offers.

Do you want to structure your own innovation behaviour properly, recognise specific improvement potential and take targeted and efficient development measures? Do you want to expand your competences, identify trends, increase your technology know-how and build up new business areas?

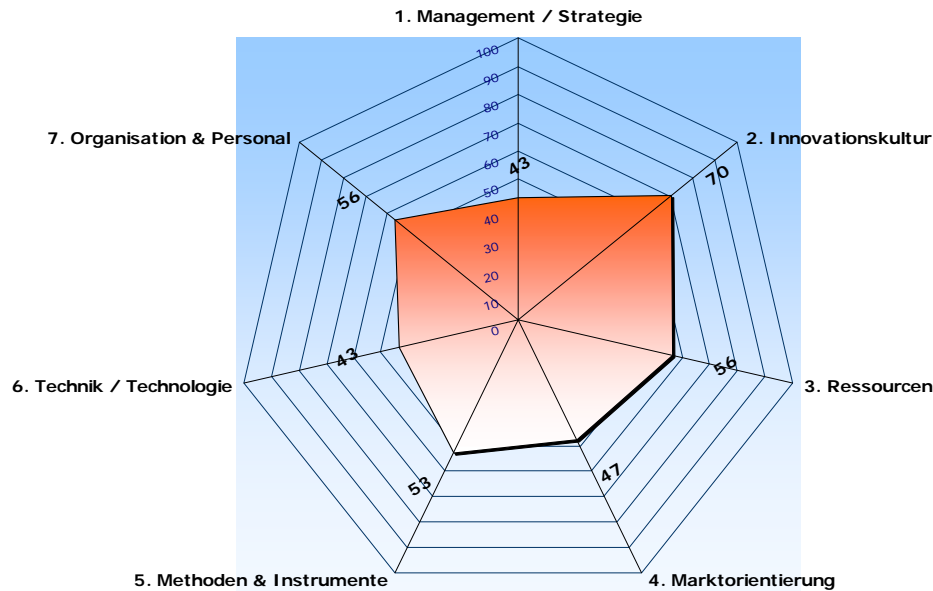
To be able to answer questions like these, innoBE has developed the Innovation Check for SMEs. The Innovation Check analyses the innovative abilities of the company and reveals its strengths and weaknesses.

Benefits

- You will receive a neutral, external location assessment of the innovative ability of your company
- Initial points to tackle to increase innovative power by identifying company specific improvement potential
- An improved market orientation
- Active debate of the subject of innovation in the company to promote the culture of innovation
- Opportunity of rolling implementation of the Innovation Check as an audit instrument

Where is the Innovation Check used?

innoBE has identified seven areas that have a considerable influence on the innovative ability of a company. These areas are in close conjunction with each other and are examined and investigated integrally in an overall approach.



0 – 25: Clear need for action manifest
 26 – 50: Need for action manifest
 51 – 75: Well positioned: but room for expansion
 76 – 100: Very well positioned, little improvement potential as it stands today

How does the Innovation Check work?

Phase 1: Preparation and Target Definition

- Short presentation on the company
- Working together to define the aims and establish the interview partners
- Determining the information required for analysis and evaluation

Phase 2: Interviews and Data Gathering

- Gathering the data in the question catalogue (Interviews, information, observations)

Phase 3: Evaluation and Analysis

- Evaluation and analysis of the interviews and data by innoBE
- Drawing up the report with recommended action

Phase 4: Presentation and Discussion

- Presentation of the results
- Suggestions for implementing the central recommended action
- Handover of the report by innoBE

How does the evaluation take place in Innovation Check?

The areas are analysed and qualitatively evaluated on the basis of several criteria and taking into account the analysis data and company characteristics, such as the current situation, environment and prior knowledge in the field of innovation management.



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The company has clear leading principles, a Corporate Identity (CI) and a Corporate Design (CD) which determine the actions of all staff.

Customer orientation, cost and quality awareness are not only the supreme commandment, but are also be actively sought.

Everyone in the company regards himself as an "Innovator", is open to new ideas, brings ideas in himself and supports their realisation.

Staff are qualified to high standards and continuous training is provided through structured training measures.

Failures and mistakes lead to positive discussions and are a trigger to learn from them.

The company is involved in cooperation and is also actively involved in cooperation projects.

In comparison with its staff, the company shows a high proportion of "young products" in its product range.

There is active communication between employees which is also supported by the management.

A variety of measures is used to motivate staff to submit their own ideas and suggestions for improvement.



Alongside day to day business, there is sufficient time to work on the search for new project ideas.

Shared discussions and our many years of experience in innovation management in SMEs form the basis for the identification of improvement potential and the derivation of company specific recommended action.